

11.2 CONSUMER BEHAVIOUR, CONSUMER BUYING PROCESS, FACTORS INFLUENCING CONSUMER BUYING DECISIONS

11.2.1 Consumer Behaviour

Consumerism is the organized form of efforts from different individuals, groups, governments and various related organizations which helps to protect the consumer from unfair practices and to safeguard their rights.

Consumer is regarded as the king in modern marketing. In a market economy, the concept of consumer is given the highest priority, and every effort is made to encourage consumer satisfaction.

However, there might be instances where consumers are generally ignored and sometimes they are being exploited as well. Therefore, consumers come together for protecting their individual interests. It is a peaceful and democratic movement for self-protection against their exploitation. Consumer movement is also referred as consumerism.

Consumer behavior covers a broad variety of consumers based on diversity in age, sex, culture, taste, preference, educational level, income level, etc. Consumer behavior can be defined as "the decision process and physical activity engaged in evaluating, acquiring, using or disposing of goods and services."

According to Jacobs "Consumer behavior reflects the totality of consumers' decisions with respect to the acquisition, usage and disposition of goods, services, time and ideas by (human) decision making units (over time)"

According to Mowen "Consumer behavior the study of the buying units and the exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences, and Ideas"

Consumer behavior is the process through which the ultimate buyer makes purchase decisions. This process involves decisions in terms of what, when, where, how and from which vendor to make the purchase. This is influenced by :

- Psychological factors such as the personal thinking process that includes motivation, personality, perception and the consumer's attitude, the process of making the decision in marketing, consumer's interaction with friends, family and peers and making the choice of where to buy from, based on cost, features and product appeal
- Internal factors such as demographics, lifestyle, personality, motivation, information, beliefs and attitude
- External factors such as reference groups, culture, family, race, social status, marketing mix

Consumer Behavior is broadly the study of individuals, or organizations and the processes consumers used to search, select, use and dispose of products, services, experience, or ideas to satisfy needs and its impact on the consumer and society.

Customers Versus Consumers

A consumer is a Person who evaluates, uses and dispose a goods or service to satisfy a need and consumer consume product direct from manufacturer. Customer is the person who actually purchases the product from retailers.

Consumer can be divided into two types :

- **Household Consumer** : Who Purchase Product for their own consumption.
- **Industrial Consumer** : Who Purchase Product for Further value addition as Input for Manufacturing or For Retailing.

Nature of Consumer Behavior

- (i) **The subject deals with issues related to cognition, affect and behavior** in consumption behaviors, against the backdrop of individual and environmental determinants. The individual determinants pertain to an individual's internal self and include psychological components like personal motivation and involvement, perception, learning and memory, attitudes, self-concept and personality, and, decision making.
- (ii) **The subject can be studied at micro or macro levels** depending upon whether it is analyzed at the individual level or at the group level.
- (iii) **The subject is interdisciplinary.** It has borrowed heavily from psychology (the study of the individual: individual determinants in buying behavior), sociology (the study of groups: group dynamics in buying behavior), social psychology (the study of how an individual operates in group/groups and its effects on buying behavior), anthropology (the influence of society on the individual: cultural and cross-cultural issues in buying behavior), and economics (income and purchasing power).
- (iv) **Consumer behavior is dynamic and interacting in nature.** The three components of cognition, affect and behavior of individuals alone or in groups keeps on changing; There is a continuous interplay or interaction between the three components themselves and with the environment. This impacts consumption pattern and behavior and it keeps on evolving and it is highly dynamic.
- (v) **Consumer behavior involves the process** of exchange between the buyer and the seller, mutually beneficial for both.
- (vi) **As a field of study it is descriptive and also analytical/ interpretive.** It is descriptive as it explains consumer decision making and behavior in the context of individual determinants and environmental influences. It is analytical/ interpretive, as against a backdrop of theories borrowed from psychology, sociology, social psychology, anthropology and economics, the study analyzes consumption behavior of individuals alone and in groups. It makes use of qualitative and quantitative tools and techniques for research and analysis, with the objective is to understand and predict consumption behavior.
- (vii) **It is a science as well as an art.** It uses both, theories borrowed from social sciences to understand consumption behavior, and quantitative and qualitative tools and techniques to predict consumer behavior.

Scope of Consumer Behavior

- **Demand Forecasting** : Estimating the demand for Products and Services.
- **Marketing** : Understanding the Needs, Exceptions, Problems of Consumers, Formulating Marketing Mix Strategies.
- **Advertising** : Understanding human behavior towards different advertising appeals and messages, selecting the type of Media.
- **Human Behavior** : Understanding the various Motives that Influence behavior of a consumer.
- **Operations** : Formulating Production, Pricing and Distribution Policies.

Consumer Behavior Theory

- Economic theories
- Psychological theories
- Psycho-analytical theories
- Socio cultural theories

(i) Economic Theories : Consumer behavior seeks to explain how a consumer distributes income across various purchases and how pricing is a deciding factor. There are two theories here :

- **Utility Theory of Demand** that deals with consumer satisfaction with the acquisition of a product. Introduced by British Economist William Stanley Jevons in 1870, it describes utility as the satisfaction or benefit that comes from consumption and assumed that this can be quantified and measured in "utils". Utility theory of demand gives rise to the Law of Diminishing Marginal Utility which states that as the consumption of a product increases, the satisfaction declines.
- **Indifference Preference Theory :** Developed by economist Vilfredo Pareto, this is a more modern approach to consumer behavior. Consumer behavior analysis relates to consumer preferences of a combination of goods and services based on the nature of the goods and not from the ability to measure satisfaction.

(ii) Psychological Law of Consumption : Postulated by Keynes, the Psychological Law of Consumption states that when income increases, consumption also increases, but not in proportion to the increase in income.

This theory focuses on the fact that consumption relies on income and that there is a tendency to spend less on goods than the increment in income.

Theory is criticized on the grounds that there are many factors influencing consumer behavior, that do not relate to income

Psychological Theories

This believes that people learn from their experience and this will determine how they act in future. It makes sense when seen in conjunction with brand loyalty and repetitive buying. Psychological theories consist of stimulus response theories and cognitive theories.

Stimulus response theory assumes that learning is a result of a person's response to a stimulus, which is then rewarded with satisfaction for the right response. People tend to remember the most frequent and recently experienced stimuli and respond to it. Advertisements take advantage of this.

The cognitive theory deals with post-buying behaviour and states that stimulation and want are influenced by the consumer's awareness, beliefs, perception and attitude.

It assumes that even after making an informed purchase decision, consumers face anxiety, wondering whether they made the right choice as they compare other alternatives. These buyers need to be reassured by the seller that they took the right decision.

(iii) Psycho-Analytic Theories : Under this theory, Freud gives personality three aspects: the id, the ego and super ego and states that consumer behavior is a result of the interaction between these three.

While the "id" triggers pleasure, the super ego sees the moral issues and the ego is the go-between, helping the consumer decide whether to buy or not.

(iv) Socio Cultural Theories : These theories on consumer behavior help to marketers gain an insight into what factors lead their target audience to make their buying decisions so that they can develop their marketing message accordingly.

11.2.2 Factors Influencing Consumer Buying Behavior

There are several factors in the background which make a consumer behave in a certain manner. The factors that come in picture while finding the answers to the what to buy, where to buy, why to buy, when to buy how to buy, to buy or not to buy questions are the ones which influence the buyer behavior. These factors knowingly or unknowingly influence the consumer; they may be in or beyond control of the buyer.

These factors can be classified into External (Cultural and Social) and Internal (Personal and Psychological) factors.

(A) External Factors

Cultural Factors

Culture deeply impacts the buying behavior of an individual and thus marketing professionals should focus on segmenting their markets based on the cultural needs and wants of consumers. "Culture represents the mix of norms, financial and moral values, convictions, attitudes and habits developed in time by mankind, which the members of the society share and which highly determine their behavior, including the purchase and consumption behavior. The concept of culture has two primary implications for marketing: it determines the most basic values that influence consumer behavior patterns, and it can be used to distinguish subcultures that represent substantial market segments and opportunities.

Furthermore, "an individual's consumption behavior may be viewed and imitated or rejected by others. It can then become the group's norm of behavior and be identified as part of the culture of a given population"

"The process of absorbing a culture is called socialization. It continues throughout one's life and produces many specific preferences for products and services, shopping patterns, and interactions with others. Applied to marketing and consumer behavior, it is referred to as consumer socialization" For example, "the advertisement which motivates a British or American housewife or teenager to buy a cosmetic or a pair of jeans (to take a concrete example) may not suit the socio cultural background of an Indian target for the same product." Cultural Factors include Buyer Cultural, Subculture and Social Class.

1. Buyer Cultural : Culture refers to the entire way of life of a group of people from a particular society, place or time. Culture encompasses every aspect of life including the thoughts, behavior, practices, technology, rituals, norms, language, beliefs, ethics, lifestyle, institution, and art of any given group of individuals. Therefore, individuals differing in cultural background may have different views about a particular product or service. They may have preference for goods and services which suite their culture. For example, wearing western outfit on festivals is not accepted in Indian culture.

2. Subculture : Every culture consists of several varied subcultures such as, nationalities, geographic regions, racial groups, religions etc. Subculture can be referred as the group of people who have common experiences and situations.

3. Social Class : Every culture has some forms of division based factors like on income, profession, and education. These divisions can be referred to as social classes; people from the same social class generally have common interests and behavior.

Social Factors

"Social factors also impact the buying behavior of consumers. The important social factors are: reference groups, family, role and status."

"Social criteria concern the impact that the purchase makes on the persons perceived relationships with other people, and the influence of social norms on the person"

"The importance attached to children, to education, to health, to husband's status, the type of house in which one lives and display off consumer durables and other status symbols are indeed all very relevant to buyer behavior of the housewife." Therefore, studying the social factors will improve the marketing effectiveness of firms.

1. Reference Groups : Individuals are knowingly or unknowingly a part of some groups.

For example : Female students studying at a particular university are a part of the female student group in that university. The group to one belongs are known as membership group, and the group to which one compares against to evaluate self's of the group's achievements, behavior or attitudes, is called as reference group.

2. Family : Preferences or opinion of family members have great influence on individual or the family's purchases. "The habits in terms of consumption are influenced--to a higher or lower extent--by the family, in relation to its functions--traditional or modern, with a less significant role, as a consequence of involving other social groups and institutions "

3. Role and Status : The role individuals perform and the status they have in the group determine their position in the group. Thus, they are tending to select and use goods that suite their position.

(B) Internal Factors

1. Personal Factors : Buyer's purchasing process is influences by his/her personal factors, and these personal factors are unique for every individual. "The decisions of a buyer/consumer are also influenced by personal characteristics, especially by age and the stage of the life cycle that the consumer crosses, sex, occupation, financial status, lifestyle, personality and opinion of self."

"Demographic factors play an important role in the consumer purchase process. Income, age, occupation, and a myriad of other demographics can influence decision making at every step in the process". For example, "in the family, women are those who influence the consumption decision especially for children and old people." Demographic Factors are :

- Age
- Education
- Profession
- Income
- Personality
- Lifestyle

2. Psychological Factors : Individual's perception, motivation, learning, beliefs and attitudes are the main psychological factors that affect the consumer buying behavior. The value of a product or service for any individual depends on how customer perceives it, what attitude customer has toward it, what customer believes about it and what motivates his purchase. "When analyzing the process by which consumers make purchase decisions, marketers should understand such psychological factors as motivation, perception, learning, personality, and attitudes because they help explain the why of consumer behavior."

"Consumers' skills and knowledge are connected to learning and predestinate changes of behavior. Therefore, to cause changes of consumer behavior concerning the concrete product, it is necessary to give the adequate information. Knowledge and positive or negative feelings influence humans' perception and consequently decision making and behavior."

(i) Perception : It is the process by which one finds, analyzes, and concludes the inner and outer information for its exploitation. Two individuals exposed to exactly same marketing communication may have different perception of the same product. "At the same time, elders prefer hospitalization rather than ambulatory treatment as a consequence of the perception that they are better cared after in the hospital, while younger people prefer ambulatory treatment and investigations."

(ii) Motivation : There are several reasons behind why an individual purchase anything. He may have several justified grounds on the basis of which he/she decides to go for a buy decision. These reasons may be referred as motives. "Motive means the inner driving force that orients human/consumers' activities towards meeting the needs or achievement of the definite aim. In every decision-making process several motives plays role, not only one."

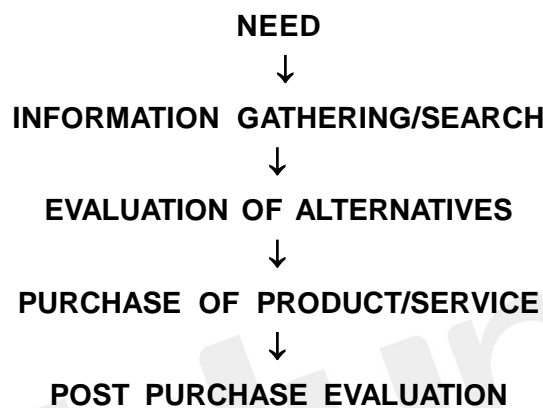
(iii) Learning : Individuals learn from their past experience, current observations and interaction with others. Then they make use of their learning while making any buying decisions. They collect information from several sources and utilize it while making any decision.

(iv) Beliefs and Attitudes : Beliefs are the feelings and thoughts that one strongly believes to be true about something. Attitudes are the individual positive or negative evaluations regarding something. Purchasers tend to have certain beliefs and attitudes towards different products. These beliefs and attitudes form the brand image of the product and thus impact the final decision of the purchaser. That is why marketers are concerned about the beliefs and attitudes the customers have about the product, service or idea. Marketers attempt to alter the beliefs and attitudes of consumers by aggressive marketing campaigns.

11.2.3 Consumer Decision Making Process

The consumer decision making process involves series of related and sequential stages of activities. The process begins with the discovery and recognition of an unsatisfied need or want. It becomes a drive. Consumer begins searching for information. This search gives rise to various alternatives and finally the purchase decision is made. Then buyer evaluates the post purchase behavior to know the level of satisfaction.

A consumer goes through several stages before purchasing a product or service.



1. Need Recognition : Need Recognition When a person has an unsatisfied need, the buying process begins to satisfy the needs. The need may be activated by internal or external factors. The intensity of the want will indicate the speed with which a person will move to fulfill the want. On the basis of need and its urgency, forms the order of priority. Marketers should provide required information of selling points. Need is the most important factor which leads to buying of products and services. Need to infect is the catalyst which causes the buying decision of individuals.

An individual who buys cold drink or a bottle of mineral water identifies his/her need as thirst. However, in such cases steps such as information search and evaluation of alternatives are generally missing. These two steps are important when an individual purchases expensive products/services such as laptop, cars, mobile phones and so on.

2. Information Search : Identified needs can be satisfied only when desired product is known and also easily available. Different products are available in the market, but consumer must know which product or brand gives him maximum satisfaction and the person has to search out for relevant information of the product, brand or location. When an individual recognizes his need for a particular product/service customer tries to gather as much information. An individual can acquire information through any of the following sources :

- **Personal Sources :** He might discuss his need with his friends, family members, co-workers and other acquaintances.
- **Commercial Sources :** Advertisements, sales people, Packaging of a particular product in many cases prompt individuals to buy the same, Displays (Props, Mannequins etc)
- **Public Sources :** Newspaper, Radio, Magazine
- **Experiential Sources :** Individual's own experience, prior handling of a particular product.

3. Evaluation of Alternatives : This is a critical stage in the process of buying. Following are important elements in the process of alternatives evaluation :

- (a) A product is viewed as a bundle of attributes. These attributes or features are used for evaluating products or brands. For example, in washing machine consumer considers price, capacity, technology, quality, model and size.
- (b) Factors like company, brand image, country, distribution network and after sales service also become critical in evaluation.
- (c) Marketers should understand the importance of these factors to consumers of these factor to consumers while manufacturing and marketing their products.

4. Purchase Decision : Outcome of the evaluation develops likes and dislikes about alternative products or brands in consumers. This attitude towards the brand influences a decision as to buy or not to buy. Thus the prospective buyer take final selection. In addition to all the above factors, situational factors like finance options, dealer terms, falling prices etc., are also considered.

5. Post-Purchase Behavior : This behavior of consumer is more important as for as marketer is concerned. Consumer gets brand preference only when that brand lives up to his expectation. This brand preference naturally repeats sales of marketer. A satisfied buyer is a silent advertisement. But, if the used brand does not yield desired satisfaction, negative feeling will occur and that will lead to the formation of negative attitude towards brand. This phenomenon is called cognitive dissonance.

Marketers try to use this phenomenon to attract user of other brands to their brands. Different promotional-mix elements can help marketers to retain his customers as well as to attract new customers. The purchase of the product is followed by post purchase evaluation. Post purchase evaluation refers to a customer's analysis whether the product was useful to him or not, whether the product fulfilled his need or not?

Consumer Behavior Model

This model explains consumers buying decision process and consumer behavior. The first step is to identify an unsatisfied need. After that information can be searched from different sources like personal, commercial, public and experiential sources. After completing the search process consumer will get a lot of alternative choices and from that he will select the best one. Consumer evaluate the available choices be using certain evaluation criteria. They are price, quality, advertisement, brand etc. After evaluation the actual purchase will take pace. At last the important stage is post purchase decision i.e. if the consumer is satisfied with the product he will continue purchasing it otherwise he will shift to another product. Consumer buying decision process is a continuous process.

Models of Consumer Buying Behavior

(i) Traditional Models

- **Economic Model :** The economic model of consumer behavior focuses on the idea that a consumer's buying pattern is based on the idea of getting the most benefits while minimizing costs. Thus, one can predict consumer behavior based on economic indicators such as the consumer's purchasing power and the price of competitive products. For instance, a consumer will buy a similar product that is being offered at a lower price to maximize the benefits; an increase in a consumer's purchasing power will allow him to increase the quantity of the products he is purchasing.
- **Learning Model :** This model is based on the idea that consumer behavior is governed by the need to satisfy basic and learned needs. Basic needs include food, clothing and shelter, while learned needs include fear and guilt. Thus, a consumer will tend to buy things that will satisfy their needs and provide satisfaction. A hungry customer may pass up on buying a nice piece of jewelry to buy some food, but will later go back to purchase the jewelry once her hunger is satisfied.

- **Psychoanalytic Model** : The psychoanalytical model takes into consideration the fact that consumer behavior is influenced by both the conscious and the subconscious mind. The three levels of consciousness discussed by Sigmund Freud (id, ego and superego) all work to influence one's buying decisions and behaviors. A hidden symbol in a company's name or logo may have an effect on a person's subconscious mind and may influence him to buy that product instead of a similar product from another company.
- **Sociological Model** : The sociological model primarily considers the idea that a consumer's buying pattern is based on his role and influence in the society. A consumer's behavior may also be influenced by the people she associates with and the culture that her society exhibits. For instance, a manager and an employee may have different buying behaviors given their respective roles in the company they work for, but if they live in the same community or attend the same church, they may buy products from the same company or brand.

(ii) Contemporary Models

1. Howard-Sheth Model
2. Engel-Kollat-Blackwell Model
3. Nicosia Model
4. Stimulus-Response Model

1. Howard-Sheth Model (1969) : It is one of the most comprehensive models of consumer buying behavior and it uses the concept of stimulus-response in order to explain buyer's brand choice behavior over a period of time.

The four major components of the model are :

- (a) Input variables
- (b) Output variables
- (c) Hypothetical constructs-Perceptual constructs and Learning constructs
- (d) Exogenous variables

(a) Input Variables : The input variables are the stimuli come from the environment. The input variables consist of informational cues about the attributes of a product or brand (i.e. quality, price, distinctiveness, service and availability). Significant Stimulus are the actual elements constituting a brand that the buyer confronts. EG. Price, quality, service, availability. They influence the consumer directly through the brand's attributes.

(b) Output Variables : The five output variables in the right hand portion of the model are buyer's observable responses to stimulus inputs.

They are arranged in order from Attention to Actual Purchase. The purchase is the actual, overt act of buying and is the sequential result of the attention (buyers total response to information intake), the brand comprehension, brand attitude (referring to the evaluation of satisfying potential of the brand) and the buyer intention (a verbal statement made in the light of the above externalizing factors that the preferred brand will be bought the next time the buying is necessitated).

(c) Hypothetical Constructs : Hypothetical constructs have been classified in two groups - perceptual constructs and learning constructs. The first deals with the way the individual perceives and responds to the information from the input variables, accounting for stimulus ambiguity and perceptual bias. The second deals with the stages from the buyer motives to his satisfaction in a buying situation.

The purchase intention is an outcome of the interplay of buyer motives, choice criteria, brand comprehension, resultant brand attitude and the confidence associated with the purchase decision. The motives are general or specific goals impelling to action, impinging upon the buyer intention are also the attitudes about the existing brand alternatives in the buyer's evoked set, which result in an arrangement of an order of preference regarding brands. Brand comprehension and the degree of confidence that the buyer has about it, choice criteria and buying intentions, converge upon the intention to buy

(d) Exogenous Variables : The model also includes some exogenous variables which are not defined but are taken as constant. They can significantly affect buyer decisions. Some major exogenous variables included in the model are importance of purchase, personality variables, culture, social class, financial status

2. Engel-Kollat-Blackwell Model (1978) : The Engel-Kollat-Blackwell model is essentially a conscious problem solving and learning model of consumer behavior. This model has a good description of active information seeking and evaluation processes of consumer. This model shows components of decision making and the relationship and interaction among them. In their model of consumer behavior, they view consumer behavior as a decision process and identify five activities occurring in this decision process over a period of time. They are :

- (a) Problem recognition/Need recognition
- (b) Information search
- (c) Evaluation of alternatives
- (d) Choice

(a) Problem Recognition : the consumer will recognize a difference between his or her actual state and what the ideal state should be. This may occur on account of external stimuli. Information search Initially the information available with the consumer may be consistent to other beliefs and attitudes held by him or her. While being involved in an information seeking or search stage, the consumer will try to gather more information from various sources. The individual gets exposure of the stimuli which may catch his or her attention, be received and stored or retained in memory. This method of information is selective in nature and the consumer will accept the information, which is conclusive to what is perceived by them.

(b) Alternative Evaluation : Now the individual will evaluate the alternate brands. The methods used for evaluating the various products depend on the consumer's underlying goals, motives and personality. The consumer also has certain predetermined beliefs about the various brands in terms of the characteristics associated with the different brands.

(c) Choice : The consumer's choice depend on his or her intention and attitude. The choice depend on normative compliance and anticipated circumstances. Normative compliance relates to the extent to which the consumer is influenced by other people like friends, family members etc.

(d) Outcome : The outcome may either be positive or negative. Apart from these 5 steps the model also includes a number of other related variables grouped into five categories.

- 1. Information input
- 2. Information processing
- 3. Product-brand evaluation
- 4. General motivating influences
- 5. Internalized environmental influences

3. Nicosia Model : This model was developed in 1966, by Francesco Nicosia, an expert in consumer motivation and behavior. The Nicosia model tries to explain buyer behavior by establishing a link between the organization and its (prospective) consumer.

The model suggests that messages from the firm first influences the predisposition of the consumer towards the product or service. Based on the situation, the consumer will have a certain attitude towards the product. This may result in a search for the product or an evaluation of the product attributes by the consumer. If the above step satisfies the consumer, it may result in a positive response, with a decision to buy the product otherwise the reverse may occur.

4. Black Box Model : The black box model of consumer behavior identifies the stimuli responsible for buyer behavior. The stimulus (advertisement and other forms of promotion about the product) that is presented to the consumer by the marketer and the environment is dealt with by the buyer's black box. The buyer's black box, comprises two sub components - the buyer's characteristics and the buyer decision process.

The buyer's characteristics could be personal, social, cultural and psychological. These are internal to the buyer and the marketer cannot hope to bring much change into this.

The buyer's decision making process consists of the following steps :

- (a) **Problem Recognition** : The consumer identifies the need for a product
- (b) **Information Search** : Once the need has been recognized, the consumer will look for more information on the various products that satisfy the need. For example, if the consumer is looking for a cellphone-he might want to get in-depth knowledge of various phones available in the market
- (c) **Evaluation of Alternatives** : The set of all phones are then compared upon certain parameters that the user will desire in his product. For example the user might compare phones on style, design, features, aesthetics etc.
- (d) **Purchase Decision** : Based on the above parameters, the user ranks the products and then buys the one which fit all criteria
- (e) **Post Purchase Behavior** : The user might want to revise his views on the product or criteria of selection based on the product's performance.
- (f) **The black box model considers the buyer's response** as a result of a conscious and well-informed decision making process in which he is not impulsive.

5. Managerial Implications : Marketers must have access to data concerning consumers, buying habits and which kinds of media they favor, to develop convincing communication programs. By deeply analyzing different consumer behavior models marketers can understand that consumer behavior concepts influence the development of marketing communication strategies.

By using these models, they can assess the information needed to identify and select target markets. These models also help different marketing strategies like positioning and market segmentation.

Q. Howard-Sheth model of consumer behavior is popularly known as **(June 2012) P-II**

- (A) Machine Model
- (B) Human Model
- (C) Marketing Model
- (D) Purchase Model

Ans. (A)

Q. DAGMAR approach in marketing is used to measure **(June 2012) P-II**

- (A) Public relations
- (B) Advertising results
- (C) Selling volume
- (D) Consumer satisfaction

Ans. (D)

Q. Find an incorrect statement. **(Dec. 2012) P-III**

- (A) Consumer attitude can be summarized as evaluation of an object.
- (B) Attitudes are learned.
- (C) Attitudes are synonymous with behaviour.
- (D) Attitudes have motivational qualities.

Ans. (C)

Q. Which subject is relevant to the study of consumer behavior ? **(Dec. 2012) P-III**

- (A) Economics (B) Psychology
(C) Sociology (D) All the above

Ans. (D)

Q. What is customer delight ? **(June 2012) P-III**

- (A) Performance equal to expectation
(B) Performance less than expectation
(C) Performance more than expectation
(D) Expectation more than performance

Ans. (A)

Q. Fill in the blanks : **(Dec. 2012) P-III**

Statements Alternatives

- | | |
|--|--------------------|
| (a) Loyal customers _____ products. | (i) Less attention |
| (b) Loyal customers are _____ sensitive. | (ii) Cheaper |
| (c) Loyal customers pay _____ to competitor's advertising. | (iii) Less price |
| (d) Serving existing customer is _____ | (iv) Buy more |

Codes :

- | | (a) | (b) | (c) | (d) |
|-----|-------|-------|-------|------|
| (A) | (iii) | (i) | (ii) | (iv) |
| (B) | (iv) | (iii) | (i) | (ii) |
| (C) | (ii) | (i) | (iii) | (iv) |
| (D) | (iv) | (iii) | (ii) | (i) |

Ans. (B)

Q. Which is not one of the stages in the consumer buying-decision process ?

(Dec. 2013) P-III

- (A) Purchase decision (B) Post-purchase behaviour
(C) Problem recognition (D) Cultural factors

Ans. (D)

Q. The factor that exerts the broadest and deepest influence on consumer behaviour is

(Dec. 2013) P-II

- (A) Culture (B) Sub-culture
(C) Social class (D) Income

Ans. (A)

Q. Match the items in List-I with those in List-II :

(June 2014) P-III

List-I

- (a) Post purchase behaviour
- (b) Personal selling
- (c) Everitt M. Rogers
- (d) Salesperson training

List-II

- (i) AIDA
- (ii) ACME
- (iii) Diffusion of Innovation
- (iv) Cognitive dissonance

Indicate the correct matching :

Codes :

- | | (a) | (b) | (c) | (d) |
|-----|------------|------------|------------|------------|
| (A) | (i) | (ii) | (iii) | (iv) |
| (B) | (iv) | (ii) | (iii) | (i) |
| (C) | (iii) | (ii) | (i) | (iv) |
| (D) | (iv) | (i) | (iii) | (ii) |

Ans. (D)



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